

Rep Order# 9810509 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 53976

Printed: 09/12/2012 8:23 AM
Last Received: 09/11/2012 6:18 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

53876
Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MGKD LINE 12 ON CURRENT SKED. PLS
CNF

19,670
- 250 more do 55690
18420
9/16/23

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	3	1	3	\$750.00	
		Sales Remark: V11 1X NA V11 Comment Changed, Spots/week Changed										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2	1	2	\$800.00	
		Station Remark: V10 1x na 9/10 no news due to tennis mg stp w/o 9/10 ncir V10 Comment Changed										

---REPORT TOTALS---

Report Totals: 5 / \$1,550.00

---SALES MONTHLY TOTALS---

Sep 12: 44 / \$19,420.00
Sales Totals: 44 / \$19,420.00
Station Totals: 44 / \$19,420.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,354	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 30%
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WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%
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Books null
Demos RA35+

Rep Order# 9810509 Ver# 8 Status Returned
EC'd Yes

Traffic Order# 53976

Printed: 09/10/2012 2:16 PM
Last Received: 09/05/2012 3:46 PM
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--- REMARKS ---

pls see line 8

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		Station Remark: V8 1x na 9/7 due to tennis runover. mg stp w/o 9/10 ncir										

---REPORT TOTALS---

Report Totals: 4 / \$1,000.00

---SALES MONTHLY TOTALS---

Sep 12: 45 / \$19,670.00
Sales Totals: 45 / \$19,670.00
Station Totals: 45 / \$19,670.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null
Demos RA35+

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: jgaunt@local12.com
Sent: Monday, September 10, 2012 10:37 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

Order Information:

Order #: 53876
Order Total: \$19,670.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: BROWN 4 SENATE
Alternate Order #: 09810509
Flight Dates: 09/05/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53876-8-3):
Rate: \$250.00
Air Date: Fri 09/07/12
Eligible Days: M-WThF----
Inventory Code: Letterman
Inventory Description: Letterman
Inventory Code Time: 11:35 PM-12:35 XM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Preempted by News Dept.

Spot w/ 9/10 News

Spot Manager: All, 09/05/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 53876												
Line: 1												
09/05/12	Wednesday	7:59:11 AM	:30	\$125.00	OHSB-T CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE			P-3	1	MWASH
09/06/12	Thursday	7:45:37 AM	:30	\$125.00	OHSB-T CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE			P-3	4	MWASH
09/07/12	Friday	7:29:24 AM	:30	\$125.00	OHSB-T CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE			P-3	3	MWASH
09/10/12	Monday	7:59:25 AM	:30	\$125.00	OHSB-T CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE			P-3	2	MWASH
											4	
Line: 2												
09/05/12	Wednesday	7:39:38 AM	:30	\$250.00	OHSB-T 6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	BROWN 4 SENATE			P-3	1	MWASH
09/06/12	Thursday	7:58:55 AM	:30	\$250.00	OHSB-T 6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	BROWN 4 SENATE			P-3	3	MWASH
09/07/12	Friday	7:51:51 AM	:30	\$250.00	OHSB-T 6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	BROWN 4 SENATE			P-3	4	MWASH
09/10/12	Monday	7:54:14 AM	:30	\$250.00	OHSB-T 6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	BROWN 4 SENATE			P-3	2	MWASH
											4	
Line: 3												
09/05/12	Wednesday	8:37:37 AM	:30	\$125.00	OHSB-T CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE			P-3	4	MWASH
09/06/12	Thursday	8:17:58 AM	:30	\$125.00	OHSB-T CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE			P-3	3	MWASH
09/07/12	Friday	8:58:54 AM	:30	\$125.00	OHSB-T CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE			P-3	2	MWASH
09/10/12	Monday	8:58:55 AM	:30	\$125.00	OHSB-T CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE			P-3	1	MWASH
											4	
Line: 5												
09/05/12	Wednesday	6:22:52 PM	:30	\$500.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE			P-3	4	MWASH
09/06/12	Thursday	6:12:45 PM	:30	\$500.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE			P-3	3	MWASH
09/07/12	Friday		:30	\$500.00	6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE			P-3	2	MWASH
											3	
Line: 6												
09/05/12	Wednesday	7:28:39 PM	:30	\$400.00	OHSB-T M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE			P-3	4	MWASH
09/06/12	Thursday	7:19:44 PM	:30	\$400.00	OHSB-T M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE			P-3	1	MWASH
09/07/12	Friday	7:13:26 PM	:30	\$400.00	OHSB-T M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE			P-3	2	MWASH
											3	
Line: 7												
09/05/12	Wednesday	7:47:22 PM	:30	\$400.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE			P-3	4	MWASH
09/06/12	Thursday	7:39:49 PM	:30	\$400.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE			P-3	3	MWASH
09/07/12	Friday	7:46:14 PM	:30	\$400.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE			P-3	2	MWASH
											3	
Line: 8												
09/05/12	Wednesday	11:43:47 XM	:30	\$250.00	OHSB-T Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE			P-3	2	MWASH
09/06/12	Thursday	11:10:53 XM	:30	\$250.00	OHSB-T Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE			P-3	4	MWASH
09/10/12	Monday	11:49:05 XM	:30	\$250.00	OHSB-T Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE			P-3	1	MWASH
											3	
Line: 9												
09/05/12	Wednesday	11:02:00 XM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE			P-3	5	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 53876												
Line: 9												
09/06/12	Thursday	1:38:03 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	6	MWASH-
09/07/12	Friday	1:18:53 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	2	MWASH-
09/08/12	Saturday	1:23:45 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	4	MWASH-
09/09/12	Sunday	1:45:57 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	1	MWASH-
09/10/12	Monday	1:30:48 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	3	MWASH-
											6	
Line: 10												
09/10/12	Monday	7:21:16 PM	:30	\$5,000.00	OHSB-T	Bengals Regular Seaso	7:00 PM-10:00 PM	BROWN 4 SENATE		P-4	1	MWASH-
											1	
Line: 11												
09/07/12	Friday	12:48:47 XM	:30	\$60.00	OHSB-T	M-Fri LF Rotator	12:35 XM-1:35 XM	BROWN 4 SENATE		P-3	1	MWASH-
09/10/12	Monday	12:13:55 XM	:30	\$60.00	OHSB-T	M-Fri LF Rotator	12:35 XM-1:35 XM	BROWN 4 SENATE		P-3	2	MWASH-
											2	
Line: 12												
09/06/12	Thursday	5:43:29 PM	:30	\$400.00	OHSB-T	5p Billboard	5:30 PM-6:00 PM	BROWN 4 SENATE		P-3	2	MWASH-
09/10/12	Monday		:30	\$400.00		5p Billboard	5:30 PM-6:00 PM	BROWN 4 SENATE		P-3	1	MWASH-
											2	
Line: 13												
09/05/12	Wednesday	1:37:08 PM	:30	\$300.00	OHSB-T	4p Local 12 News at Fo	4:30:00 PM-5:00:00 PM	BROWN 4 SENATE		P-4	1	MWASH-
											1	
Line: 14												
09/07/12	Friday	11:56:51 PM	:30	\$250.00	OHSB-T	Letterman	1135p-1235a	BROWN 4 SENATE		P-3	1	MWASH-
											1	
Line: 15												
09/08/12	Saturday	11:43:45 PM	:30	\$200.00	OHSB-T	Sat 1135p-1205a	1135p-1205a	BROWN 4 SENATE		P-3	1	MWASH-
											1	
Line: 16												
09/07/12	Friday	6:27:17 AM	:30	\$250.00	OHSB-T	6a Good Morn Cincinna	6:00:00 AM-6:30:00 AM	BROWN 4 SENATE		P-3	1	MWASH-
09/07/12	Friday	6:20:58 AM	:30	\$250.00	OHSB-T	6a Good Morn Cincinna	6:00:00 AM-6:30:00 AM	BROWN 4 SENATE		P-3	2	MWASH-
											2	
Line: 17												
09/07/12	Friday	5:39:06 AM	:30	\$200.00	OHSB-T	5a Good Morn Cincinna	5:30:00 AM-6:00:00 AM	BROWN 4 SENATE		P-3	1	MWASH-
09/07/12	Friday	5:54:52 AM	:30	\$200.00	OHSB-T	5a Good Morn Cincinna	5:30:00 AM-6:00:00 AM	BROWN 4 SENATE		P-3	2	MWASH-
											2	
Line: 18												
09/07/12	Friday	5:07:25 AM	:30	\$200.00	OHSB-T	5a Good Morn Cincinna	5:00:00 AM-5:30:00 AM	BROWN 4 SENATE		P-3	2	MWASH-
09/07/12	Friday	5:22:55 AM	:30	\$200.00	OHSB-T	5a Good Morn Cincinna	5:00:00 AM-5:30:00 AM	BROWN 4 SENATE		P-3	1	MWASH-
											2	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/10/12



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Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 53876												
				\$19,420.00							44	
				\$19,420.00							44	
				\$19,420.00							44	
				\$19,420.00							44	
				\$19,420.00							44	

[Filtered by:] [Sorted by: Station]